R J Reynolds Tobacco Company

DM

PRIORITY COMMUNICATION

DM-66-D

JUL 10 RECD

Winston-Salem, N.C. 27102
919-741-5000

July 3, 1990

QUEENS DIVISION

TO ALL DIVISION MANAGERS

Subject: New Convertible Topper For Phase II Spring-Load

In response to field sales comments, we are pleased to announce the availability of convertible toppers (illustration attached) for 3-sided access metal spring-load. (Phase II) Details are as follows:

Features

In addition to displaying the standard work plan brand load, these toppers have been designed to provide the flexibility to accomplish the following:

- Angled Position - Designed to place the shelf insert at an angle when displaying couponed, carded promotional items, or non-promoted single packs.
- Stored Position - Place the shelf insert in the stored or flat position when using the display area as a promotional dump bin or when displaying large premium items.
- Closed Position - The shelf insert when placed in this position acts as a lid to cover the empty display area created when promotional inventory is depleted.

Configurations Available

- Convertible toppers will be available for the six standard Phase II 3-sided access spring-load configurations (see attached Fact Sheet).
- Dimensions, POS requirements and capacities are listed on the attached Fact Sheet.

SPMgr 7/11/90

D/SM

51857 8543

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/kghn0000

Ordering Procedures

- Convertible toppers for Phase II Spring-Load diagrams will be made available according to the following schedule. Please order realistic quantities to replace current old style toppers on location. Quantities produced will not support large back room inventories.

Diagram #	Size	Item #	Availability Date
919	2.0' x 3.0'	133883	7-6-90
920	2.0' x 3.5'	133872	7-13-90
921	2.0' x 4.0'	132684	6-25-90
923	2.5' x 3.0'	135885	7-20-90
924	2.5' x 3.5'	135874	6-29-90
925	2.5' x 4.0'	135863	7-23-90

Miscellaneous

- Old toppers should be destroyed.
- Conversion of special sizes available via special request.
- Future Phase II Spring-Load shipments will be shipped with the new toppers.
- All old style toppers should be replaced, as inventories of the new topper (for metal) will not be maintained indefinitely.

SIS Reporting

- No special reporting is required for this item.

R. J. REYNOLDS TOBACCO CO.

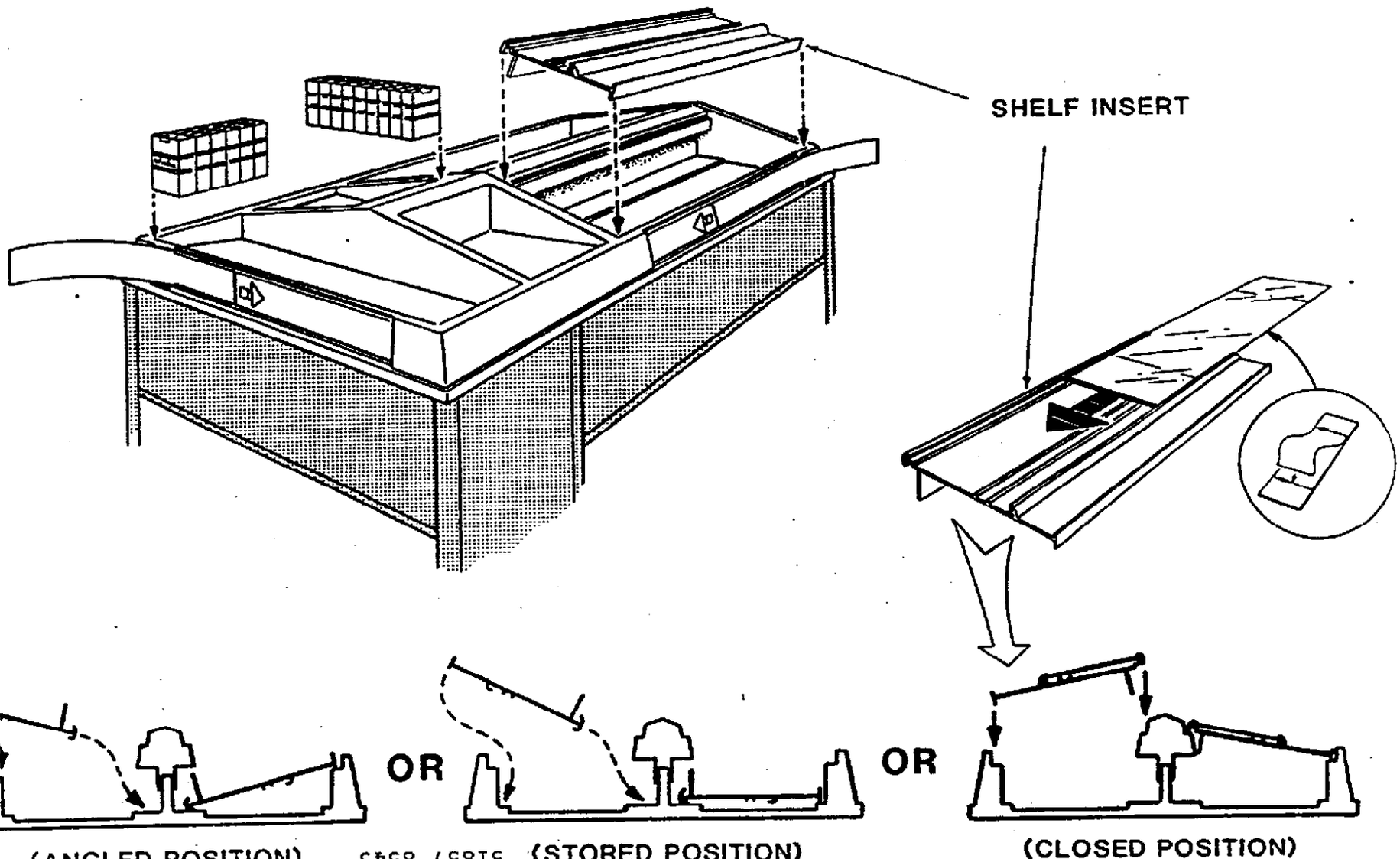
Attachments

M-1

51857 8544

Source: https://www.industrydocuments.ucsf.edu/docs/kghn0000

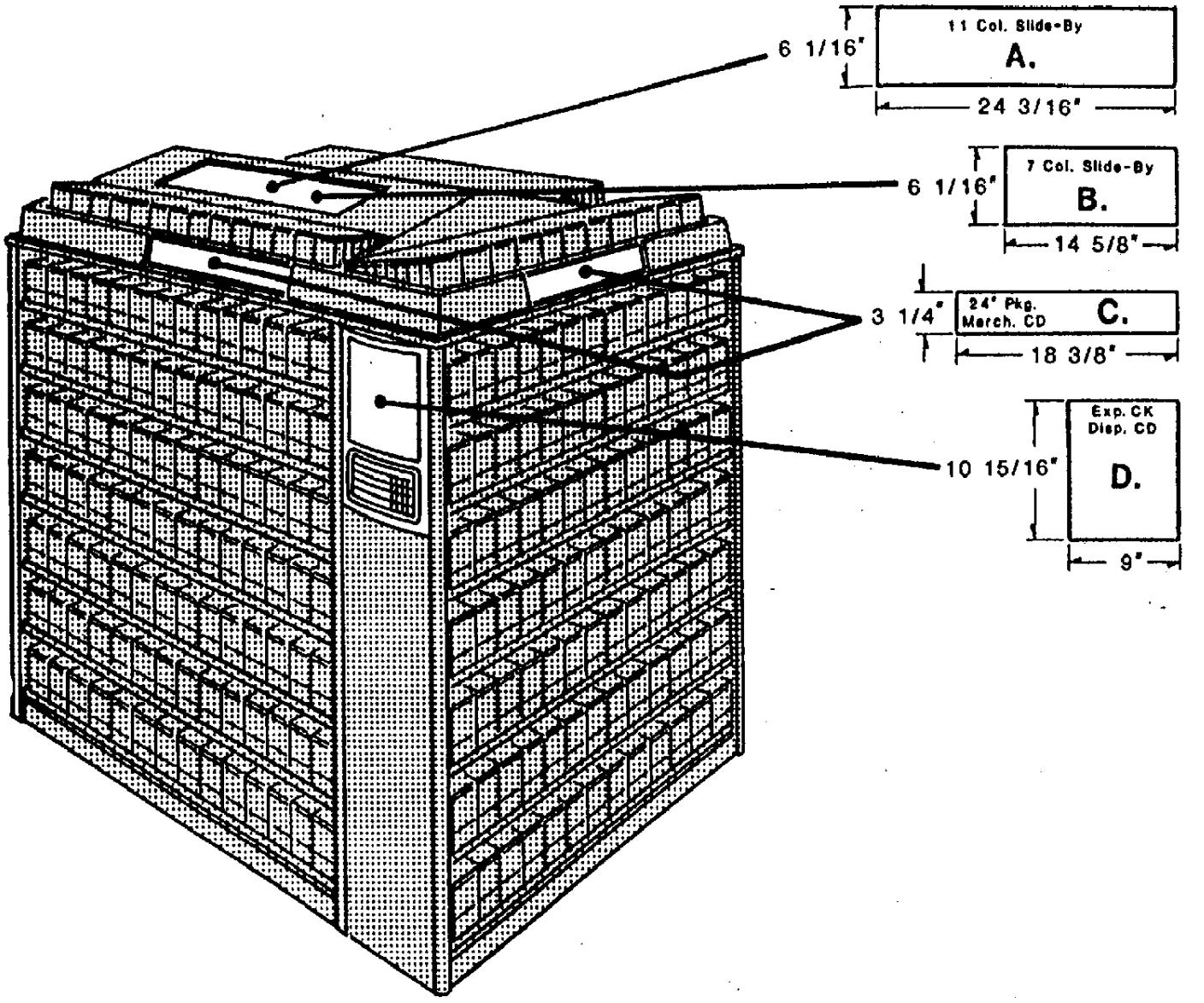
CONVERTIBLE PROMOTIONAL TOPPER FOR METAL SPRING LOAD U.P.M.



51857 8545

Source: https://www.industrydocuments.ucsf.edu/docs/kghn0000

SPRING-LOAD(METAL)/CONVERTIBLE TOPPER P.O.S. SPECIFICATIONS



3 - SIDE ACCESS CONFIGURATION

CONFIGURATION	P.O.S. CARD SIZE/QUANTITY			
	A.	B.	C.	D.
2' x 3'		2	3	2
2' x 3.5'		2	3	2
2' x 4'	2		3	2
2.5' x 3'		2	3	2
2.5' x 3.5'	–	2	3	2
2.5' x 4'	2		3	2

IMPORTANT NOTICE: Specifications for METAL SPRING-LOAD with new CONVERTIBLE TOPPER/SIDE SIGN PRICER (new curved). Original specifications apply to spring-load w/o these components.

51857 8546

Source: https://www.industrydocuments.ucsf.edu/docs/kghn0000

FACT SHEET

PHASE II SPRING-LOAD CONVERTIBLE TOPPER

Description	Diagram #	Dimensions	Capacity		
			Promotional	Non-Promoted	Total
2′ x 3′	919	24 7/8" x 36 5/8"	126	108	234
2′ x 3.5′	920	24 7/8" x 42"	180	108	288
2′ x 4.0′	921	24 7/8" x 48 5/16"	234	108	342
2.5′ x 3.0′	923	30 5/16" x 36 5/8"	126	126	252
2.5′ x 3.5′	924	30 5/16" x 42"	180	126	306
2.5′ x 4.0′	925	30 5/16" x 48 5/16"	234	126	360

NOTE: Capacities (single pack) figured on front display areas (3) for non-promoted work plan brands; rear side areas (2) for promotions.

51857 8547

Source: https://www.industrydocuments.ucsf.edu/docs/kghn0000